

# NATURAL PRODUCTS

## CAPTURING NEW OPPORTUNITIES

Demand for natural health products is rising sharply as consumers become more aware of the links between lifestyle and longevity. Heightened interest in the environment, an ageing population, and an emphasis on well-being are all creating new market opportunities.

New Zealand is ideally placed to help multinationals capture these opportunities. Our natural products industry leverages off the country's unique biodiversity, pristine environment and expertise in animal health. Our companies, universities and research institutions are delivering world-changing ideas and commercial success stories.

## DELIVERING COMMERCIAL SUCCESS

New Zealand's natural products industry excels in areas such as added-value foods, natural cosmetics, bioactive ingredients, nutraceuticals, nutritionals, and natural pesticides. Our unique resources used in many health supplements include marine oils (Omega 3 and 6), Manuka honey, deer velvet, green lipped mussel, botanical and dairy products (colostrum, IgA, lactoferrin, probiotics).

New Zealand has a long track record of identifying and exploiting medicinal uses of food products. For example, world-leading research enabled our companies to harness the unique antibacterial properties of New Zealand's Manuka honey. Active Manuka honey and honey products are an established health and digestive aid, and are now being used in a patented range of dressings for burns, ulcers and wounds.

World-leading research into the links between nutrition and wellness have delivered many added-value foods, such as A2 milk – which lacks a form of the casein protein associated with increased risk of coronary heart disease and diabetes. Our environmental credentials and biodiversity have delivered unique natural cosmetic products with proven global appeal.

New Zealand's expertise in nutrigenomics has led to the creation of a dedicated, specialist research network focusing on gut conditions like Crohn's disease, which affects more than

a million people in the United States and Europe. Strong science also underpins our thriving nutraceutical companies, whose world-recognised products include Omega 3 concentrates, powdered fish oils, and novel anti-inflammatory bioactives.

New Zealand's ability to develop and commercialise nutritional natural products flows from our extensive experience as a food producer. New Zealand companies have particular strengths in nutritionals derived from dairy – for example, we hold 40% of the world market for lactoferrin, a valuable nutritional supplement, and have pioneered new applications for bovine colostrum.

New Zealand's unique biodiversity has allowed companies to develop industry-leading intellectual property including cancer therapeutics and natural pesticides.

To find out how you can access New Zealand's ingenuity in the discovery and development of natural products, contact Investment New Zealand, the investment promotion agency of the New Zealand government. Investment New Zealand understands the biotechnology industry and has extensive networks within it, allowing us to identify and facilitate investment opportunities relevant to you.

A DIVISION OF NEW ZEALAND TRADE AND ENTERPRISE

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